

# Orange High School

# Stage 4

Subject: English Year: 8

## Media and Me - Assessment Task

## **Assessment Outline:**

#### Part 1 - 10 Marks

You are to create a visual text that creates awareness among a teenage audience about ONE positive or negative aspect of social media. Some possible ideas...

POSITIVE	NEGATIVE
Connecting people	Cyberbullying
Raising awareness of social issues	Effects on mental health
Linking with support groups	Body image
	Privacy

You are to present your awareness campaign in the form of a visual text (poster, advertisement, picture book, short film, documentary, etc.) that utilises a range of visual and language techniques to create awareness about your chosen issue.

#### Part 2 - 10 Marks

In class, you will be asked to write a reflection (no longer than 1 page) in which you evaluate the effectiveness of the visual and language techniques you used to create awareness about your chosen social media issue.

### Weighting:

<u>Date Given</u>: Week 5, Term 3 <u>Due Date</u>: Week 8, Term 3

#### **Outcomes Assessed:**

EN4-2A effectively uses a widening range of processes, skills, strategies and knowledge for responding to and composing texts in different media and technologies

EN4-3B uses and describes language forms, features and structures of texts appropriate to a range of purposes, audiences and contexts

EN4-5C thinks imaginatively, creatively, interpretively and critically about information and increasingly complex ideas and arguments to respond to and compose texts

#### Non-completion of Task:

If you know you are going to be away on the day that the task is due, you must make alternative arrangements with your teacher beforehand. If you are suddenly away on the day that the task is due, you must contact your teacher or Head Teacher on your return to school. Failure to follow the above procedures may result in a zero award.

#### **Plagiarism**

**Please Note:** that plagiarism, the using of the work of others without acknowledgement, will incur serious penalties and may result in zero award. Any cheating will also incur penalties.

Social Media Campaign	А	В	С	D	E
Visual Text	Sophisticated	Developed	Sound	Developing	Limited
Understanding of	Creates an	Creates an	Creates a sound	Creates a limited	Little, if any,
purpose and	outstanding	effective visual	visual text with	visual text with	reference to the
audience	visual text with	text with the	some ties to the	little ties to the	purpose of
	the purpose of	purpose of	purpose of	purpose of	creating an
	creating	creating an	creating an	creating an	awareness
	awareness for a	awareness	awareness	awareness	campaign for a
	teenage audience	campaign for a	campaign.	campaign about a	teenage
	about an issue	teenage audience	May/may not	social media issue	audience.
	associated with	about an issue	have created text	for a teenage	
	social media.	associated with	with a teenage	audience.	
		social media.	audience in mind.		
	5	4	3	2	1
Use of visual and	Sophisticated use	Developed use of	Sound use of	Limited use of	Little, if any, use
language features	of a range of	a range of visual	visual and	visual and	of visual and
to create	visual and	and language	language features	language features	language
awareness about	language features	features to create	with the intent of	with the intent of	features.
chosen social	to create	awareness about	creating	creating	
media issue.	awareness about	chosen social	awareness about	awareness about	
	chosen social	media issue.	chosen social	chosen social	
	media issue.		media issue.	media issue.	
	5	4	3	2	1
Analysis of visual	A deep analysis	An effective	Attempted	Some reference	Limited to no
text and the way	or three or more	analysis of at	analysis of at	to techniques.	reference to
in which it creates	visual and	least two visual	least two	May be	techniques. May
awareness about	language	and language	techniques, or	inadequately	just be a
issues associated	techniques used	and language techniques used	techniques, or good analysis of	inadequately unexplained or	just be a retell/summary
	techniques used to effectively to	and language techniques used to create	techniques, or good analysis of one technique,	inadequately unexplained or some analysis of	just be a
issues associated	techniques used to effectively to create awareness	and language techniques used to create awareness about	techniques, or good analysis of one technique, that creates	inadequately unexplained or some analysis of incorrectly	just be a retell/summary
issues associated	techniques used to effectively to create awareness about a chosen	and language techniques used to create awareness about a chosen social	techniques, or good analysis of one technique, that creates awareness about	inadequately unexplained or some analysis of incorrectly labelled	just be a retell/summary
issues associated	techniques used to effectively to create awareness about a chosen social media	and language techniques used to create awareness about	techniques, or good analysis of one technique, that creates awareness about a chosen social	inadequately unexplained or some analysis of incorrectly labelled techniques that	just be a retell/summary
issues associated	techniques used to effectively to create awareness about a chosen	and language techniques used to create awareness about a chosen social	techniques, or good analysis of one technique, that creates awareness about	inadequately unexplained or some analysis of incorrectly labelled techniques that attempts to	just be a retell/summary
issues associated	techniques used to effectively to create awareness about a chosen social media	and language techniques used to create awareness about a chosen social	techniques, or good analysis of one technique, that creates awareness about a chosen social	inadequately unexplained or some analysis of incorrectly labelled techniques that attempts to create awareness	just be a retell/summary
issues associated	techniques used to effectively to create awareness about a chosen social media	and language techniques used to create awareness about a chosen social	techniques, or good analysis of one technique, that creates awareness about a chosen social	inadequately unexplained or some analysis of incorrectly labelled techniques that attempts to create awareness about a chosen	just be a retell/summary
issues associated	techniques used to effectively to create awareness about a chosen social media	and language techniques used to create awareness about a chosen social	techniques, or good analysis of one technique, that creates awareness about a chosen social	inadequately unexplained or some analysis of incorrectly labelled techniques that attempts to create awareness about a chosen social media	just be a retell/summary
issues associated	techniques used to effectively to create awareness about a chosen social media issue.	and language techniques used to create awareness about a chosen social media issue.	techniques, or good analysis of one technique, that creates awareness about a chosen social media issue.	inadequately unexplained or some analysis of incorrectly labelled techniques that attempts to create awareness about a chosen social media issue.	just be a retell/summary of the visual text.
issues associated with social media.	techniques used to effectively to create awareness about a chosen social media issue.	and language techniques used to create awareness about a chosen social media issue.	techniques, or good analysis of one technique, that creates awareness about a chosen social media issue.	inadequately unexplained or some analysis of incorrectly labelled techniques that attempts to create awareness about a chosen social media issue.	just be a retell/summary of the visual text.
issues associated with social media.	techniques used to effectively to create awareness about a chosen social media issue.	and language techniques used to create awareness about a chosen social media issue.  4 Well-developed	techniques, or good analysis of one technique, that creates awareness about a chosen social media issue.	inadequately unexplained or some analysis of incorrectly labelled techniques that attempts to create awareness about a chosen social media issue.  2 Variable use of	just be a retell/summary of the visual text.  1 Inconsistent use
issues associated with social media.  Control of language including	techniques used to effectively to create awareness about a chosen social media issue.  5 Sophisticated language use-	and language techniques used to create awareness about a chosen social media issue.  4 Well-developed language use-	techniques, or good analysis of one technique, that creates awareness about a chosen social media issue.  3 Sound language use- some areas	inadequately unexplained or some analysis of incorrectly labelled techniques that attempts to create awareness about a chosen social media issue.  2 Variable use of language-	just be a retell/summary of the visual text.  1 Inconsistent use of language
Control of language including spelling,	techniques used to effectively to create awareness about a chosen social media issue.  5 Sophisticated language useconsistent	and language techniques used to create awareness about a chosen social media issue.  4 Well-developed language use- some minor	techniques, or good analysis of one technique, that creates awareness about a chosen social media issue.  3 Sound language use- some areas may be	inadequately unexplained or some analysis of incorrectly labelled techniques that attempts to create awareness about a chosen social media issue.  2 Variable use of language- increasing issues	just be a retell/summary of the visual text.  1 Inconsistent use of language across multiple
Control of language including spelling, punctuation,	techniques used to effectively to create awareness about a chosen social media issue.  5 Sophisticated language useconsistent spelling,	and language techniques used to create awareness about a chosen social media issue.  4 Well-developed language use- some minor issues in spelling,	techniques, or good analysis of one technique, that creates awareness about a chosen social media issue.  3 Sound language use- some areas	inadequately unexplained or some analysis of incorrectly labelled techniques that attempts to create awareness about a chosen social media issue.  2 Variable use of language- increasing issues with language,	just be a retell/summary of the visual text.  1 Inconsistent use of language across multiple areas which
Control of language including spelling, punctuation, tense, etc. to	techniques used to effectively to create awareness about a chosen social media issue.  5 Sophisticated language useconsistent spelling, punctuation and	and language techniques used to create awareness about a chosen social media issue.  4 Well-developed language use- some minor issues in spelling, punctuation and	techniques, or good analysis of one technique, that creates awareness about a chosen social media issue.  3 Sound language use- some areas may be	inadequately unexplained or some analysis of incorrectly labelled techniques that attempts to create awareness about a chosen social media issue.  2  Variable use of language- increasing issues with language, may be focused	just be a retell/summary of the visual text.  1 Inconsistent use of language across multiple areas which dramatically
Control of language including spelling, punctuation, tense, etc. to reflect upon	techniques used to effectively to create awareness about a chosen social media issue.  5 Sophisticated language useconsistent spelling, punctuation and other	and language techniques used to create awareness about a chosen social media issue.  4 Well-developed language use- some minor issues in spelling, punctuation and other	techniques, or good analysis of one technique, that creates awareness about a chosen social media issue.  3 Sound language use- some areas may be	inadequately unexplained or some analysis of incorrectly labelled techniques that attempts to create awareness about a chosen social media issue.  2 Variable use of language- increasing issues with language, may be focused on one or more	just be a retell/summary of the visual text.  1 Inconsistent use of language across multiple areas which dramatically impedes
Control of language including spelling, punctuation, tense, etc. to reflect upon effectiveness of	techniques used to effectively to create awareness about a chosen social media issue.  5 Sophisticated language useconsistent spelling, punctuation and other grammatical	and language techniques used to create awareness about a chosen social media issue.  4 Well-developed language use- some minor issues in spelling, punctuation and other grammatical	techniques, or good analysis of one technique, that creates awareness about a chosen social media issue.  3 Sound language use- some areas may be	inadequately unexplained or some analysis of incorrectly labelled techniques that attempts to create awareness about a chosen social media issue.  2  Variable use of language- increasing issues with language, may be focused	just be a retell/summary of the visual text.  1 Inconsistent use of language across multiple areas which dramatically
Control of language including spelling, punctuation, tense, etc. to reflect upon	techniques used to effectively to create awareness about a chosen social media issue.  5 Sophisticated language useconsistent spelling, punctuation and other	and language techniques used to create awareness about a chosen social media issue.  4 Well-developed language use- some minor issues in spelling, punctuation and other	techniques, or good analysis of one technique, that creates awareness about a chosen social media issue.  3 Sound language use- some areas may be	inadequately unexplained or some analysis of incorrectly labelled techniques that attempts to create awareness about a chosen social media issue.  2 Variable use of language- increasing issues with language, may be focused on one or more	just be a retell/summary of the visual text.  1 Inconsistent use of language across multiple areas which dramatically impedes